## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application:

## LISTING OF CLAIMS:

1. (previously presented): A method for reordering content in a content object stored as a plurality of hierarchically related content entities in a data repository, each content entity having an identifier, comprising the steps of:

defining the content object with a list of content entity identifiers such that moving a content entity identifier to a new location within the list redefines the order of the object's content entities,

wherein the hierarchically related content entities further comprise a parent container type and a child container type, wherein parent containers can contain child containers, and child containers can contain content entities.

- 2. (original): The method of claim 1, further comprising the step of receiving a user-specification of a content entity to move and target location for the specified content entity.
- 3. (original): The method of claim 2, further comprising the step of providing a user interface communicating with the data repository, and providing a mechanism for enabling a user to select a content entity to move and specify the target location in the content object through the user interface.

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4. (previously presented): A method for reordering content in a hierarchically structured content object stored as a plurality of hierarchically related content entities in a data repository, each content entity having an identifier, comprising the steps of:

defining the content object with an outline of containers and content entity identifiers such that moving a container or content entity identifier to a new location within the outline redefines the order of the object's content entities,

wherein the hierarchically related content entities further comprise a parent container type and a child container type, wherein parent containers can contain child containers, and child containers can contain content entities.

- 5. (original): The method of claim 4, further comprising the step of receiving a user-specification of a content entity to move and target location for the specified content entity.
- 6. (original): The method of claim 5, further comprising the step of providing a user interface communicating with the data repository, and providing a mechanism for enabling a user to select a content entity to move and specify the target location in the content object through the user interface.
- 7. (original): The method of claim 4, wherein the content object comprises a book, the content entities comprise sections and the containers comprise chapters and books.
- 8. (previously presented): A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for reordering content in a content object stored as a plurality of hierarchically related

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content entities in a data repository, each content entity having an identifier, comprising the steps of:

defining the content object with a list of content entity identifiers such that moving a content entity identifier to a new location within the list redefines the order of the object's content entities,

wherein the hierarchically related content entities further comprise a parent container type and a child container type, wherein parent containers can contain child containers, and child containers can contain content entities.

- 9. (original): The method of claim 8, further comprising the step of receiving a userspecification of a content entity to move and target location for the specified content entity.
- (original): The method of claim 9, further comprising the step of providing a user 10. interface communicating with the data repository, and providing a mechanism for enabling a user to select a content entity to move and specify the target location in the content object through the user interface.
- (previously presented): A method for reordering content in a hierarchically 11. structured content object stored as a plurality of hierarchically related content entities in a data repository, each content entity having an identifier, comprising the steps of:

defining the content object with an outline of containers and content entity identifiers such that moving a container or content entity identifier to a new location within the outline redefines the order of the object's content entities,

wherein the hierarchically related content entities further comprise a parent container type and a child container type, wherein parent containers can contain child containers, and child containers can contain content entities.

- 12. (original): The method of claim 11, further comprising the step of receiving a user-specification of a content entity to move and target location for the specified content entity.
- 13. (original): The method of claim 12, further comprising the step of providing a user interface communicating with the data repository, and providing a mechanism for enabling a user to select a content entity to move and specify the target location in the content object through the user interface.
- 14. (original): The method of claim 11, wherein the content object comprises a book, the content entities comprise sections and the containers comprise chapters and books.
- 15. (previously presented): A system for reordering content in a content object stored as a plurality of hierarchically related content entities in a data repository, each content entity having an identifier, comprising:

means for defining the content object with a list of content entity identifiers such that moving a content entity identifier to a new location within the list redefines the order of the object's content entities,

wherein the hierarchically related content entities further comprise a parent container type and a child container type, wherein parent containers can contain child containers, and child containers can contain content entities.

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16. (original): The system of claim 15, further comprising means for receiving a user-specification of a content entity to move and target location for the specified content entity.

- 17. (original): The system of claim 16, further comprising a user interface communicating with the data repository, and a mechanism for enabling a user to select a content entity to move and specify the target location in the content object through the user interface.
- 18. (previously presented): A system for reordering content in a hierarchically structured content object stored as a plurality of hierarchically related content entities in a data repository, each content entity having an identifier, comprising:

means for defining the content object with an outline of containers and content entity identifiers such that moving a container or content entity identifier to a new location within the outline redefines the order of the object's content entities,

wherein the hierarchically related content entities further comprise a parent container type and a child container type, wherein parent containers can contain child containers, and child containers can contain content entities.

- 19. (original): The system of claim 18, further comprising means for receiving a user-specification of a content entity to move and target location for the specified content entity.
- 20. (original): The system of claim 19, further comprising a user interface communicating with the data repository, and a mechanism for enabling a user to select a content entity to move and specify the target location in the content object through the user interface.

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- 21. (original): The system of claim 18, wherein the content object comprises a book, the content entities comprise sections and the containers comprise chapters and books.
- 22. (previously presented): The method of claim 1, further comprising calculating a cost for the content object according to costs of the content entities.
- 23. (previously presented): The method of claim 4, further comprising calculating a cost for the content object according to costs of the content entities.
- 24. (previously presented): The method of claim 8, further comprising calculating a cost for the content object according to costs of the content entities.
- 25. (previously presented): The method of claim 11, further comprising calculating a cost for the content object according to costs of the content entities.
- 26. (previously presented): The system of claim 15, further comprising means for calculating a cost for the content object according to costs of the content entities.
- 27. (previously presented): The system of claim 18, further comprising means for calculating a cost for the content object according to costs of the content entities.
- 28. (previously presented): The method of claim 1, wherein each content entity has an identifier with a format of parentcontainerref.childcontainerref.contententityref, where parentcontainerref is a reference to a parent container, childcontainerref is a reference to a child container and contententityref is a reference to a content entity, thereby indicating the hierarchical level of the entity.

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- 29. (previously presented): The method of claim 28, wherein the parent container type is a book, the child container type is a chapter, and the content entity is a section.
- 30. (previously presented): The method of claim 4, wherein each content entity has an identifier with a format of parentcontainerref.childcontainerref.contententityref, where parentcontainerref is a reference to a parent container, childcontainerref is a reference to a child container and contententityref is a reference to a content entity, thereby indicating the hierarchical level of the entity.
- 31. (previously presented): The method of claim 30, wherein the parent container type is a book, the child container type is a chapter, and the content entity is a section.
- 32. (previously presented): The method of claim 8, wherein each content entity has an identifier with a format of parentcontainerref.childcontainerref.contententityref, where parentcontainerref is a reference to a parent container, childcontainerref is a reference to a child container and contententityref is a reference to a content entity, thereby indicating the hierarchical level of the entity.
- 33. (previously presented): The method of claim 32, wherein the parent container type is a book, the child container type is a chapter, and the content entity is a section.
- 34. (previously presented): The method of claim 11, wherein each content entity has an identifier with a format of parentcontainerref.childcontainerref.contententityref, where parentcontainerref is a reference to a parent container, childcontainerref is a reference to a child

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container and contententityref is a reference to a content entity, thereby indicating the hierarchical level of the entity.

- 35. (previously presented): The method of claim 34, wherein the parent container type is a book, the child container type is a chapter, and the content entity is a section.
- 36. (previously presented): The system to claim 15, wherein each content entity has an identifier with a format of parentcontainerref.childcontainerref.contententityref, where parentcontainerref is a reference to a parent container, childcontainerref is a reference to a child container and contententityref is a reference to a content entity, thereby indicating the hierarchical level of the entity.
- 37. (previously presented): The system of claim 36, wherein the parent container type is a book, the child container type is a chapter, and the content entity is a section.
- 38. (previously presented): The system of claim 18, wherein each content entity has an identifier with a format of parentcontainerref.childcontainerref.contententityref, where parentcontainerref is a reference to a parent container, childcontainerref is a reference to a child container and contententityref is a reference to a content entity, thereby indicating the hierarchical level of the entity.
- 39. (previously presented): The system of claim 38, wherein the parent container type is a book, the child container type is a chapter, and the content entity is a section.

40. (new): A method for reordering content in a content object stored as a plurality of hierarchically related content entities in a data repository, each content entity having an identifier, comprising:

defining the content object with a first list of content entity identifiers such that moving a content entity identifier from the first list of content entity identifiers to a new location within the first list of content entity identifiers redefines the order of the object's content entities,

wherein moving a content entity identifier in the first list to a new location comprises: selecting the content entity identifier from the first list of content entity identifiers to be moved; and

specifying a location from a second list of content entity identifiers where the content entity identifier from the first list of content entity identifiers is to be moved;

wherein the specified location comprises at least one of a current content entity identifier or a newly created content entity identifier.

- 41. (new): A method for reordering content in a content object according to claim 40, wherein the specified location from the second list of content entity identifiers is selected via a drop down box.
- 42. (new): A method for reordering content in a customized electronic book stored as a plurality of hierarchically related content entities in a computer database, each content entity having an identifier, comprising:

defining the customized book with a first outline of content entity identifiers such that moving a content entity identifier from the first outline to a new location within the first out

outline of content entity identifiers redefines the order of the content entities within the customized book,

wherein moving a content entity identifier from the first outline to a new location comprises:

selecting a content entity identifier from the first outline to be moved; and specifying a location from a second outline of content entity identifiers where the content entity identifier of the first outline is to be moved;

wherein the specified location comprises at least one of a current content entity identifier or a newly created content entity identifier.

43. (new): A method for reordering content in a customized electronic book according to claim 42, wherein the specified location from the second outline of content entity identifiers is selected via a drop down box.